

Certified Call Center Program



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THE SOLUTION

The *J.D. Power and Associates Certified Call Center Program*SM sends a clear and unequivocal message to consumers that your company's call center focuses on providing the highest levels of customer satisfaction. For call centers in service industries seeking to distinguish themselves in a highly competitive marketplace, certification provides a distinct advantage.

THE BENEFITS

Participating companies will have access to annually updated benchmarks and certification criteria that are aligned with customer needs, allowing your company to set performance goals at levels currently demonstrated by some of the highest-performing call centers. Qualifying for the Certified Call Center Program provides your company with distinct and unique benefits that:

- Recognize call centers for providing an "Outstanding Customer Service Experience"
- Include certification from the most trusted name in customer satisfaction—J.D. Power and Associates
- Allow participating call centers to identify and focus on the critical areas that impact customer satisfaction
- Support call center initiatives for performance improvement and revenue enhancement
- Provide independent, third-party feedback derived from customers
- Provide a mechanism to measure the impact of operational changes and their effect on customer satisfaction
- Set performance standards at the highest levels to create and increase operational efficiencies
- Provide access to leading practices and strategies that are updated annually to reflect current best practices
- Offer unique networking events with other certified organizations and informational sessions exclusively reserved for J.D. Power clients

COMPLETE THE PICTURE


J.D. Power offers a comprehensive suite of solutions that deepen insights into all phases of the customer life cycle, allowing you to make more informed business decisions.

Industry Benchmarking

J.D. Power's independent industry benchmarking research measures quality and customer satisfaction based on survey responses from millions of customers worldwide. The company has one of the largest, most comprehensive historical customer satisfaction databases in existence, which includes feedback on customers' shopping, buying, and ownership experiences for a variety of products and services.

Tracking

J.D. Power offers two tracking solutions that enable you to measure quality and customer satisfaction in real time and compare the data against industry benchmarks to identify areas of improvement:

 **Acutrend™**—Provides a 360° view of the customer experience in real time through a Web-based user interface that allows for an analysis of every key performance measure against industry benchmarks



Custom Tracking—Offers a customized research and customer satisfaction measurement and tracking on a proprietary basis utilizing a variety of data collection methods, which are accessed via a user-specific data-reporting platform

Social Media Insights

Collect and evaluate consumer sentiment in its natural form—unprompted.

J.D. Power's advanced social media intelligence solutions easily integrate into your existing research, surpassing the basic monitoring tools that many companies currently use.

Text Analytics

J.D. Power's state-of-the-art text processing technology can analyze all of your unstructured text—gathered from any source—and provide actionable solutions and analyses that enable rapid, effective responses to the continuously changing needs and opinions of consumers.

Digital Experience Evaluation Solutions

Gain an understanding of how consumers interact with your website, as well as whether your website is meeting the needs of consumers and how your website stacks up against those of competitors. J.D. Power experts work with you to re-engage consumers on your website and to implement sustainable improvements.

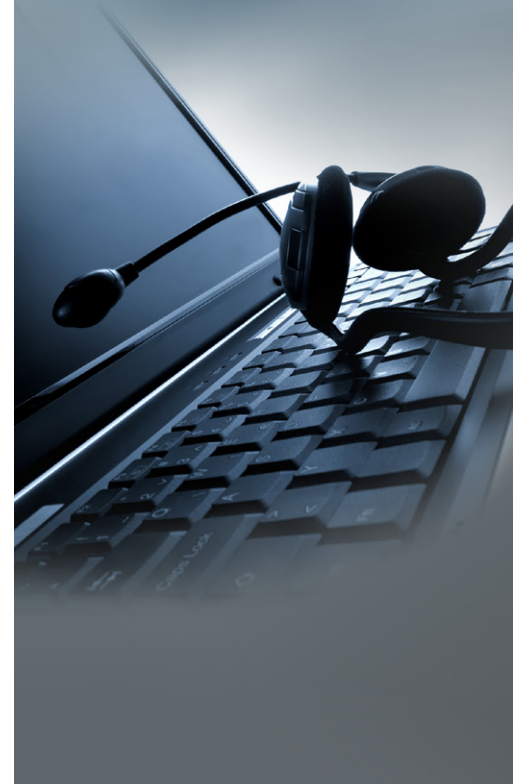
Mystery Shopping

Take advantage of J.D. Power's rigorous and comprehensive sales and service mystery shopping, observational audit, and compliance services, which can be customized to virtually any industry.

Consulting and Training

Develop competitive advantages by integrating Voice of the Customer data, benchmarking study findings, and J.D. Power's industry expertise into your strategic planning and operational activities.

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For more information about J.D. Power products and services, please contact:

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